



**Attendance:**

Denise Lucarelli, Stephanie Schramm, Kamila Schmirlerova, Joyce Ezaki, Torrie Marsh, Susan Fujimoto, Lindsay Leibin and Mandy Liston , Joy Quick, MM Ranola-Wu, Mia Nelson, Principal Craven, Melissa Barber, Kate Martin

**Welcome & Approval of June Meeting Minutes:**

- Page 4: Kamila in TO for 6 years not 3
- Motioned to approve minutes from Stephanie Schramm and second made by Mandy Liston

**Introductions:**

- Susan: Co-president with incoming 8<sup>th</sup> grader and 4<sup>th</sup>
- Denise: Co-president with incoming 4<sup>th</sup> grader
- Joyce: incoming 4<sup>th</sup> and 6<sup>th</sup> grader at redwood
- Tory marsh: 4<sup>th</sup> grader and 1<sup>st</sup> grader
- Principal Craven: new principal as of 13 days ago 😊 – Thanks for meeting in the summer
- Joy Quick: incoming 2<sup>nd</sup> grader hospitality team
- Mandy: incoming K and 2<sup>nd</sup> grader and 4<sup>th</sup> grader
- MM: 2<sup>nd</sup> grader and Kindergartener hospitality team
- Courtney Grosslight- incoming Kindergartner and 2 younger ones
- Stephanie Schramm: 2<sup>nd</sup> grader and 4<sup>th</sup> grader is doing eScrip and School Cents
- Mia Nelson: former Aspen employee doing student store for 3<sup>rd</sup> and final year (incoming 5<sup>th</sup> grader)
- Melissa Barber– incoming 5<sup>th</sup> grader and 2 Aspen grads – is her 11<sup>th</sup> and final year at aspen
- Kamila Schmirlerova – 2<sup>nd</sup> meeting incoming 2<sup>nd</sup> grader
- Kate Martin: Ways and Means with Robin Moshier, incoming 2<sup>nd</sup> and 3<sup>rd</sup> graders

**President's Message:** Thank you for coming! One more zoom meeting then back in the library!

**Principal's Message:**

- Seamless transition with Mrs. Tietjen.
- **Art and Tech room:**
  - o Update message about the art room funded through the PFA and ideas from idea team: met to discuss next steps on the tech lab and must look into next steps for fundraising
  - o Looking at tech curriculum to match with state standards
- **New Opportunity:** Seeking safety assists!
  - o **ACTION:** If you know anyone or are interested be in touch – can be member of community, parent or grandparent



**Teacher Message:** n/a Mrs. Poling not in attendance

**Treasury Report:**

- **Income**

1. We received \$500 prize winner for School Cents from the Oaks Mall (Thank you Joyce!)
2. We received \$275 Direct Donations from some of parents who decided to make Direct Donations to Aspen PFA instead of through APEX (Thank you Parents, Grandparents and family).
3. For the month of June 2021, we collected \$20,277.89 from APEX Fun Run.  
Our total Gross Revenue from APEX for both month of May & June \$28,519.92. We pay to APEX \$12,051.10 and we pay Square Fee \$960.75. Our NET revenue from APEX event = \$15,508.07 (Thank you Carrie and 445 parents, grandparents, family and friends for your support)
4. We received \$135.29 from Lazy Dog Restaurant Night (Thank you Robyn!)
5. We sold \$850 worth of Bundt cake in June. Total revenue from selling Nothing Bundt cake is \$1,455 and paid \$875 to Nothing Bundt cake (net income = \$580). Thank you Robyn!

Total Income in June = \$500+\$275+\$20,277.89+\$135.29+\$850 = \$22,038.18

- **Expenses**

1. \$537.82 for PE and Dance Specialists (\$239.62 for PE and \$298.2 for Dance).  
Full Fiscal Year 2020-2021, we paid \$3,156.61 (\$1,516.43 for PE and \$1,640.18 for Dance).
2. We reimbursed \$468.37 for teacher appreciation week (Thank you Denise and Stephanie!)
3. We paid \$3 bank charge and \$3.09 in Square fee (this square fee is for \$275 Direct Donation and not for APEX donations)
4. We paid \$511 for Movie licenses (SWANK) so we have copyrights to play movies in our Aspen Elementary School
5. We paid \$12,051.10 to APEX
6. We paid \$875 to Nothing Bundt cake

Total Expenses in June = \$537.82+ \$468.37 + \$3 + \$3.09 + \$511 + \$12,051.10 + \$873 = \$14,447.38

Net Income in June = \$22,038.18 - \$14,447.38 = \$7,590.80

Our beginning balance in June 1, 2021 was \$27,598.52 and our Ending Balance in June 30 is \$35,189.32

We started in July 1, 2020 with a balance of \$26,116.52 and ended with \$35,189.32

We have a great FY 2020-2021.

**Thank all of you for your hard work, contributions, donations and dedication to ASPEN PFA!**

**Old Business:**

- **Apex:** took home \$12,051.10
  - o Mrs. Poling wants to lead jogathon with no Apex – look forward to hearing her ideas in next meeting



- **Nothing Bundt Cakes**
  - o Sold a lot of bundtlets! Income \$511
- **Review Election Results**
  - o Added new members to Executive Board – *Thank you!* And thanks to those staying on for second and third years
- Look forward to working together this school year!


**New Business:**

- **Hospitality:** Joy and MM taking on hospitality role
  - o **Ice Cream Social:** MM & Joy Quick
    - Tuesday, August 17 4-6pm
    - We can scoop ice cream!!!
      - TBD donations from Tarantula Hill, Little Calf and Baskin Robbins (small regroup post PFA meeting to discuss)
    - School store at event with planners and swag
  - o **Welcome back decorations (Denise)**
    - This will be done prior to voting on budget – and will need to vote on it via email or in August meeting
    - **Signage opportunities and discussion:**
      - Evaluate Card my Yard or balloons/other outdoor signage to excite students, teachers and parents about being back at school
        - o ~\$110 for sign and we did it last year
      - Consider Amazon – less costly and can be reusable, but isn't customizable
      - MM will send a photo of what she's done before with a big stand to hang background on it
        - o Something similar to [THIS](#)
        - o Evaluate 2 of above
        - o Find how to do step & repeat banner (was considered for 5<sup>th</sup> grade promotion)
        - o Denise to follow up in email
      - Keep signage out all day so students who leave early or on busses can take all day/after school
    - **Consider how we enter school/who can be on campus for signage:**
      - **Update:** Marlowe entrance continued to be closed
      - **No final ruling on CDC recommendations or CVUSD approach on if parents can be on campus.** Currently looking at TK/K and main entrance only
    - **Think about where parents take photos!**
      - Put things along fence for basketball court, card my yard on the grass, think about photo opps in multiple places so they're not congregated in a single spot



- **Budget:** Mia Nelson recommending \$300 for welcome back decorations  
Courtney Grosslight agreed
- **Other communication opportunities:**
  - Showcase how to use the Ralphs card and Amazon links at the social
- **Movie Night: Kiley Duncan**
  - **Logistics:**
    - Friday 8/20, movie starts at 8pm and eating starts before
    - Always been on grassy field area on campus
    - Fun Flicks to sell popcorn and candy
  - **Cost:**
    - Estimating final cost of \$893.26 and hoping to get \$480 back – total fundraiser
    - Include a donation jar for more funds
  - **Food:**
    - D'amore pizza will come with a portable pizza oven and will sell pizza by slice, salad and garden rolls and will give 15% profit after we meet the minimum of \$350
    - Table set up won't allow you to see the movie well – so how is the salad packaged?
    - Ensure we communicate food at events
  - **Misc:**
    - Goal to advertise earlier
    - Covid rules: food served if no shared utensils and served by a single person
    - Goal is to have all events outside
    - Creating awareness; whoever manages that event creates the flier – consider creating early to then add to social media
  - **What movie?**
  - Try to tie the movie to the school theme
    - Rooted in connections theme is elementary school wide
    - Lorax? Inside Out? Other ideas
- **PFA Job Descriptions – Denise**
  - Send bylaws for approval as minor changes will be updated like removing names of people and changing to titles
  - Bylaws require a vote if we make changes
  - Denise to update and put up for vote in August
- **Wish List for future fundraising**
  - New tech room like schools like Westlake Hills Elementary and similar to what we did for art class
    - **From Principal Craven:**



- Wall for green screen for video production
      - Looking into robotics or coding
    - Tietjen said we need new computers – but district is going 1 to 1 for computer chrome books for students
    - Tietjen mentioned that we have many specialists and let's keep it!
      - 4 specialists that PFA pays for:
        - PE, computer, art and dance
  - **Student Store Stock - Mia**
    - **Items for sale last 2 years:**
      - Student planner (required to be purchased by grades 2+)
      - Spirit shirts: have some older ones in stock
        - Have tank tops for girls, shirts for adults and kids
        - Required for T-shirt/school spirit Fridays
      - Stickers
      - Bracelets
      - Travel mugs
      - Hats: have some trucker hats
      - Water bottles: *have some in stock*
      - Hoodies: *have some in stock*
      - Older items sold for ~\$5, more recent items sold for a bit more
      - Had online ordering in 2021
- **PFA Board & Committee Reports**
  - **Student Store – Mia**
    - Shirts falls in a unique time since happens at end of one school year and before voting on budget for the next
    - In 2020/21 had new learnings:
      - Square takes a heavy percent of sales for processing
      - Ability to preorder shirts so we purchase exactly what is necessary
      - Oversold in the boys, undersold in the girls and then sold after
    - For 2021:
      - No longer selling dri-fit shirts due to price
      - All prices of shirts went up roughly \$15/per shirt, pre tax and pre-square
        - Price doesn't change by amount we order
      - Samples of shirt design for 2021/2022:
        - 
      - Shirts ~ \$15



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- Minimum requirement is 24 of each 4 style
  - Will be ~\$1700-1800 out of pocket for PFA – markup for the profit
- **Recommendation from Kamila:** order 48 shirts total per size and sell the rest online in partnership with Valerie (Webmaster) via google form etc.
- **Future opportunity:** Create an Amazon Storefront!
- **Raising awareness of store/shirts:**
  - Courtney and MM speak at Kindergarten Orientation (must be provided with information)
  - TBD someone attend TK orientation
  - Sell at Ice Cream social
- Ways and Means – Robyn and Kate
- eScrip and School cents: will get more information later
  - Ice cream social: people to use ralphs or amazon – how to do that and how important it is and a great way to raise money
  - Melissa saw big increase when they did that at Redwood
  - Mia and Stephanie to be together near ice cream to chat up parents
- Next meeting August 10,2021 via zoom
- Meeting called at 8:35 pm

**Any other business:**

- **Raising awareness of PFA and events:** Add fliers for events and PFA to packets given at ice cream social with room information: put together first week of August
  - Look at Joyce's fliers as a starting point
  - Fliers require Principal Craven and Co-President approval, can use printer on campus
    - Connect with Denise/Susan if you need help with printing
- **Other swag:** In chat Kamila asked if we can create masks with Aspen